



# LINCOLN UNIVERSITY

## BA 386 – Graduate Internship in Marketing Management Course Syllabus

<b>CREDIT HOURS:</b>	3 units (at least 135 hours of internship)
<b>ADVISOR:</b>	To be selected by the students
<b>CONTACT INFORMATION &amp; HOURS:</b>	To be arranged by the advisor
<b>COURSE TIME &amp; LOCATION:</b>	Self-Study Internship
<b>PREREQUISITES:</b>	Job offer, Advisor's and Records office approvals are required.
<b>TEXT &amp; MATERIALS:</b>	Research materials appropriate for the internship analysis
<b>REFERENCE MATERIALS:</b>	As internship demands

### COURSE DESCRIPTION

The emphasis of BA 386 course is on learning through real-life work experience in the field of Marketing Management. The student should receive an evaluation by the employer. A detailed report of the internship summarizing the learning achievements should be submitted for review and grading to a faculty advisor (3 units) Requirements: Advisor's approval; Records Office permission. CR/NC

The student chooses an advisor who has work experience in Marketing Management or teaches related courses. The selected advisor will supervise the writing of the report submitted at the completion of the internship period. The grade for this course is given on the basis of student's internship report and the evaluation document submitted by the student's work supervisor (the form is attached).

The attached recommendations for writing the internship report will be used by the faculty advisor to assess student's learning achievements and issue a grade for the course.

### PROCEDURES AND REQUIREMENTS

1. During the initial registration, students taking this course should submit the following documents to the Registrar Office:
  - A. A **Job Offer Letter\*** from the host organization with the name, title, full contact information, and signature of a person responsible for hiring in the company;
  - B. Completed **Agreement for Internship\*** (the form is attached) signed by the work supervisor, a

Lincoln University (LU) faculty advisor, and approved by the Records office.

**\*NOTE:** The **Job Offer Letter** and **Agreement for Internship** form must be submitted within 30 days after the classes begin. Failure to submit these documents at appropriate time may result in cancellation of the internship.

2. During the internship terms, students should submit the **Progress Form** (attached) to the Registrar Office as necessary at the appropriate times (described in the form), filled in and signed by the LU faculty advisor.
3. The extension of the internship to the second term is allowed only if at least 60% of the work has been completed at the end of the initial internship term. If the achieved percentage is less than 60%, a grade **Y** (no basis for grade) or **NC** (no credit) will be given for the internship course. In such cases, students wishing to continue the internship in the subsequent academic term will have to re-register the course in that term.
4. If the students change either the internship employer (company) or LU faculty advisor, they must re-register the course.
5. If the achieved percentage is 60% or above in the first internship term, and if the student wishes to continue working with the same employer and LU faculty advisor, the course can be extended for one additional term with 1 unit.
6. If the internship is continuing with the same company and the original job offer did not specify the expiration date of the work, a new job offer letter is not required for the next term with the student's personal statement declaring that it is the same company internship.
7. The **Intern's Evaluation** form (attached) should be provided to the faculty adviser and submitted to the Records Office after completion of the course.

### **COURSE LEARNING OUTCOMES (CLOs)**

**Outcome 1:** Students are expected to gain applied knowledge in the area of Marketing Management through real-life work experience.

**Assessment 1:** Evaluation by employer

**Outcome 2:** Students are expected to develop basic knowledge of business operations and management through observing real business problems and solutions implemented at their work place.

**Outcome 3:** By the end of the internship, students are expected to develop the ability to make suggestions for possible improvement in business operations and management and to summarize observations in the form of a report.

**Assessment 2 and 3:** Internship report evaluated by the advisor

Syllabus updated 12/28/2022

**APPENDIX. Course CLOs in regards of MBA Program Learning Outcomes.**

<i>Students graduating our MBA program will be able to:</i>	
<b>1</b>	Develop and exhibit applied and theoretical knowledge in the field of management and business administration – CLO 1
<b>2</b>	Use theoretical knowledge and advanced problem-solving skills to formulate solutions and identify risks in the following fields: international business, finance management, general business, human resources management, management information systems, marketing management – CLO 1
<b>3</b>	Communicate within a highly specialist environment that allows the presentation of critiques of complex strategic matters – CLO 3
<b>4</b>	Demonstrate autonomy, creativity, and responsibility for managing professional practices
<b>5</b>	Demonstrate leadership and set strategic objectives for team performance
<b>6</b>	Identify ethical issues/problems in business organizations and reach decisions within ethical framework – CLO 2